



# NEWS FLASH

July 26, 2010

## Program Director Webinar

The July 16 Program Director Webinar recording is now posted on the KYAE Web site. Please [click here](#) to view the recorded Webinar.

## AERIN New User Training

Please contact Tammy Powers at [Tammy.Powers@ky.gov](mailto:Tammy.Powers@ky.gov) by **August 2**, if you have staff that need to attend New User AERIN Training.

## Administrative Services Contact

Leah Atha is currently on extended leave. Please contact Ashley Smither at [Ashley.Smither@ky.gov](mailto:Ashley.Smither@ky.gov) or Terry Pruitt at [Terry.Pruitt@ky.gov](mailto:Terry.Pruitt@ky.gov) with any KYAE administrative services need.

## Adult Educator's GED® Handbook

The revised Adult Educator's GED Handbook is available on the [KYAE Web site](#). Videos of each section, which includes frequently asked questions, will be posted soon as well. KYAE recommends that the handbook be reviewed by each staff member or collectively in a staff meeting.

## GED Achievement Campaign

In the June issue of *News to Use*, KYAE notified you of an upcoming GED Achievement campaign sponsored by the Ad Council and Dollar General. The campaign launched on Monday, July 12. On average, it will take approximately a month for you to begin seeing the campaign materials. All campaign materials direct viewers to [www.yourged.org](http://www.yourged.org). From this Web site, visitors can locate a program by zip code. KYAE is working with the National Center for Family Literacy to update directory listings.

Below are some frequently asked questions developed by the sponsors regarding the campaign. KYAE will keep you notified of any campaign developments.

### What does the Ad Council and Dollar General hope to accomplish with this campaign?

- We hope to provide high school dropouts with access to information that will get them started on the road to a GED diploma.
- The campaign illustrates that getting a GED diploma gives you access to more possibilities in life – further education, better positions, and more confidence in yourself.

- The PSAs show viewers that “You *can* take the first step” towards a better tomorrow, and directs them to [www.YourGED.org](http://www.YourGED.org), where they can find free referrals to local GED programs, along with information on the process of getting their GED diploma.

#### **Aside from the PSAs, what is the campaign doing to extend the reach of the new campaign?**

- Along with nationally distributing the PSAs digitally and on hard kits to PSA directors, we have a national media outreach team dedicated to cultivating up-front commitments from top national media outlets.
- Ad Council also has 10 Regional Managing Directors (RMDs) throughout the US, who are experts on the issues facing their areas and promote the most fitting campaigns to the media and local events. Information on which RMD covers your area can be found on PSA Central.
- We also post the PSAs to video sharing sites like YouTube, and on the Ad Council and Dollar General’s Facebook and Twitter accounts. Additionally, we have developed a mobile program, so cell phone users can text their zip code to a short code and receive a text in return with a list of literacy centers in their area.

#### **Who is the campaign’s target and why?**

- The GED Achievement campaign’s target is high school dropouts, ages 25-35.
- While all high school dropouts would find the website helpful for information on getting their GED diploma, research showed that adults in their mid to late 20’s were most likely to take the next step to get GED certified because they are just seeing the effects of life without a diploma.
- Insight from research showed us that they believed “I can see a better life, I just can’t see how I’m going to get there.”

#### **How many new PSAs are available?**

- All materials are available in English and Spanish:
  - TV (:15, :30, and :60)
  - Radio (:15, :30 and :60)
  - Newspaper, magazine and outdoor (available in various sizes)
  - Web banners (available in various sizes)
- The PSAs contain a disclaimer from the GED Testing Service (“GED® is a registered trademark of the American Council on Education®.”).

#### **Accessing Campaign Materials (NOTE: as of July 26, 2010 not all campaign materials are available on the Web site below.)**

- For Media Use
  - PSA Central - Web site where you can download or order all campaign materials free of charge
    - <http://psacentral.adcouncil.org/psacentral>
  - Ad Council TV- Houses all Ad Council TV PSAs for download
    - (<http://www.adcouncil.tv/>)
  - CI Group - Houses all print and outdoor materials
    - 1-800-933-PSAS (7727)
  - Circle Graphics - On demand outdoor orders

- E-mail Lindsey Clements at [lclements@circlegraphicsonline.com](mailto:lclements@circlegraphicsonline.com)
- For Viewing
  - Ad Council.org - Averages 60,000 to 80,000 visits a month. Includes link to PSA Central from campaign page
  - You Tube - PSAs will be posted on campaign dedicated channel as well as Ad Council's channel
  - YourGed.org (campaign dedicated Web site)